

# SUMMIT COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
<b>DEMOGRAPHIC</b>					
Population	35,229	35,838	36,521	1.9%	10
Total Non-Ag Employment	22,689	20,775	20,684	-0.4%	7
Non-Ag Avg Monthly Wage	\$2,759	\$2,713	\$2,864	5.6%	12
Per Capita Income	\$64,843	\$61,719	n/a	n/a	n/a
Unemployment Rate*	3.5%	6.8%	6.4%	-5.9%	22
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$569,332,947	\$500,201,531	\$528,767,050	5.7%	3
Travel & Tourism Related Employment	11,254	9,648	9,954	3.2%	3
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$30,231,126	\$26,213,246	\$27,654,885	5.5%	3
Transient Room Tax	\$5,546,457	\$3,616,627	\$3,986,834	10.2%	2
Restaurant Tax	\$1,686,766	\$1,540,780	\$1,617,005	4.9%	6
Car Rental Tax	--	--	--	--	--
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$1,317,061,840	\$1,234,669,225	\$1,175,118,192	-4.8%	7
<b>REGIONAL VISITATION COUNTS</b>					
Echo Welcome Center	117,496	116,049	126,347	8.9%	
Skier Days at Utah Resorts	4,249,190	3,972,984	4,048,153	1.9%	
Wasatch Mountain S.P.	312,173	341,881	359,871	5.3%	
Deer Creek S.P.	260,299	295,993	359,365	21.4%	
Jordanella S.P. (2 Locations)	296,781	288,369	265,208	-8.0%	
Rockport S.P.	135,937	137,697	132,415	-3.8%	
East Canyon S.P.	79,731	99,663	83,967	-15.7%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

r = revised

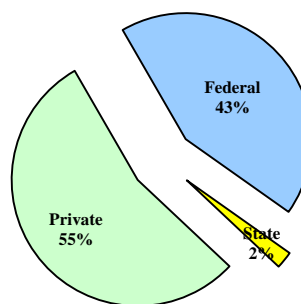
Land Ownership - 2010	No. of Acres	% Total
<b>Total Acres in County</b>	<b>1,197,985</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>517,466</b>	<b>43.2%</b>
BLM	673	0.1%
US Forest Service	516,793	43.1%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
<b>State Government</b>	<b>26,582</b>	<b>2.2%</b>
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,147	1.4%
State Trust Lands	8,667	0.7%
Other ••	--	--
<b>American Indian</b>	<b>--</b>	<b>--</b>
<b>Private*</b>	<b>655,782</b>	<b>54.7%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2010



# Summit County Tourism Profile

